

PUBLICATIONS COMMITTEE

Minutes

2020 ASHRAE Virtual Conference

Tuesday, June 9, 2020

11:00 a.m. to 3:00 p.m.

GoToMeeting

- MEMBERS PRESENT:** Chee Sheng Ow, chair
Hugh D. McMillan III, vice chair
Vinay Ananthachar
J. Eduardo Donoso
Adeeba Mehboob
Vikram Murthy
Luca Stefanutti
Karen (Kay) Thrasher
Renison (Rennie) Tisdale, Jr.
Yew Wah (Raymond) Wong
- STAFF PRESENT:** Cindy Michaels, staff liaison, Editor of Special Publications
Sarah Foster, Editor of *ASHRAE Journal*
Tani Palefski, Associate Editor of *ASHRAE Journal*
Mark S. Owen, Director of Publications and Education
- VISITORS:** Kelley Cramm, BOD ExO, PEC Member
Farooq Mehboob, Coordinating Officer, PEC Chair
Ahmed Alaa Eldin Mohammed, DRC RAL, PEC Member
Gerardo Alfonso, Publications Committee member beginning next Society year

MOTIONS		
No.	Motion	Vote*
1	To approve the minutes of the Publications Committee meeting held during the 2020 ASHRAE Winter Conference in Orlando, Florida.	PASSED via voice vote
2	To approve the minutes of the Publications Committee conference call held on April 28, 2020.	PASSED via voice vote
3	Accept the Application Guides Sub Committee report and set up a market survey subcommittee within Publications Committee.	PASSED via voice vote
4	For PTAR 1, waive the rules for full Publications Committee voting as stated in the proposed process document for the PTAR program.	PASSED via voice vote
5	To approve conditional acceptance of PTAR 1 and forward the results to RAC.	PASSED via voice vote
6	To accept the ASHRAE New Special Publications Evaluation Criteria with all the edits made from the discussion on May 12, 2020, and during this meeting and forward the suggested edits to PEC Functional Committee.	PASSED via voice vote

* Votes for these motions are recorded as yes-no-abstain; CNV = chair not voting.

ACTION ITEMS		
No.	Responsibility	Action Item
1	Sarah Foster, Tani Palefski	Draft revised guidelines for the Publications Committee Reference Manual that reflect current <i>ASHRAE Journal</i> practice and submit them for the committee's review and feedback.
2	Hugh McMillan	Open communication with RAC regarding the outcome of the committee's vote on PTAR 1.
3	Cindy Michaels	Send a follow-up email to the staff liaison for RAC to request RAC's feedback on the committee's proposed changes to the PTAR documents and the proposed PTAR process for the committee.
4	Cindy Michaels	Follow up with staff regarding the status of the revised Publications Committee MOP.

1. Call to Order

Chee Ow called the meeting to order at 11:05 a.m. EDT and noted that a quorum was present.

2. Introductions

Members and guests introduced themselves.

3. ASHRAE Code of Ethics Commitment

Chee Ow read the following excerpt from the ASHRAE Code of Ethics:

In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, inclusiveness and respect for others, which exemplify our core values of excellence, commitment, integrity, collaboration, volunteerism and diversity, and we shall avoid all real or perceived conflicts of interests.

(Code of Ethics: <https://www.ashrae.org/about/governance/code-of-ethics>)

(Core Values: <https://www.ashrae.org/about/ashrae-s-core-values>)

4. Welcome

Chee Ow read the virtual meeting etiquette recommendations from the ASHRAE Meetings team.

5. Remarks from BOD ExO

Kelley Cramm, BOD ExO, presented select Society business as noted in the ExO Report to Committees presentation and encouraged members to spend time reviewing the full presentation (available in [the folder for this meeting on Basecamp](#)).

6. Minutes Approval

It was moved and seconded to approve the minutes of the January 2020 Publications Committee meeting in Orlando, Florida (**MOTION #1**):

Motion:

To approve the minutes of the Publications Committee meeting held during the 2020 ASHRAE Winter Conference in Orlando, Florida.

MOTION #1 PASSED with a voice vote (no no votes, no abstentions, CNV).

It was moved and seconded to approve the minutes of the April 28, 2020, Publications Committee conference call (**MOTION #2**):

Motion:

To approve the minutes of the Publications Committee conference call held on April 28, 2020.

MOTION #2 PASSED with a voice vote (no no votes, no abstentions, CNV).

7. Review of Action Items

Cindy Michaels reviewed the completion dates for the Action Items from the Publications Committee meeting during the 2020 ASHRAE Winter Conference in Orlando, Florida, as well as the Action Items from the Publications Committee conference call held on April 28, 2020.

ACTION ITEMS FROM 2020 ASHRAE WINTER CONFERENCE IN ORLANDO, FLORIDA

No.	Responsibility	Action Item	Status
1	Eduardo Donoso, Vikram Murthy, Adeeba Mehboob	As a subcommittee, examine the business case for the application guides series as suggested by Presidential Member Tim Wentz, including the finances, sales, market demand, conflicts with existing publications, a new series for a specific audience, pulling content from eLearning, book length, popular topics, the costs – financial and human, what is the value of the effort put into this project, what is the expected income, and what are the benefits to ASHRAE, etc.	To be reported on during Virtual Conference meeting
2	ASHRAE Staff	Conduct a survey of membership to determine what kinds of books are wanted.	Postponed due to COVID-19
3	All committee members; Cindy Michaels	Action Item #4 from the Kansas City conference stated that the committee members were to review the text of the Guide for Publishing with ASHRAE Special Publications at the Orlando meeting if the PTAR process had been finalized by then. As the PTAR process is not finalized and might not be for some time, Cindy Michaels was assigned the task of sending out the current text (without the PTAR information) for the committee members to share with the TC chairs.	Sent to liaisons 3/3/20; should be completed by liaisons by Summer 2020
4	TAC section liaisons	Once it is finalized, the TC Guide for Reviewing Older ASHRAE Publications is to be emailed to TC chairs during liaison communications.	Sent to liaisons 3/3/20; should be completed by liaisons by Summer 2020
5	Jay Scott	In August, supply a paragraph of thoughts and resources regarding ASHRAE Journal staff doing podcasts.	Postponed due to COVID-19
6	Adeeba Mehboob	Determine a proposal for handling scoring and judging for multi-part <i>ASHRAE Journal</i> articles for discussion during a conference call.	Completed 3/10/20
7	All committee members	Discuss and vote on the proposed handling of scoring and judging for multi-part <i>ASHRAE Journal</i> articles via a conference call.	Completed 4/28/20
8	All committee members	Keep current with the <i>ASHRAE Journal</i> article judging in 2020	Completed monthly
9	Cindy Michaels	Obtain director input on the PTAR guinea pig project for the PTAR subcommittee.	Req'd 2/21/20; rec'd 2/21/20; sent to subcommittee 2/24/20

10	PTAR subcommittee members	Discuss and vote on the PTAR guinea pig project.	Subcommittee members voted during the Virtual Conference Planning Subcommittee meeting; will be reported on during Virtual Conference full committee meeting
11	Cindy Michaels	Contact appropriate staff liaison to have the TC/TG/MTG Chair's Breakfast Handout posted to the Basecamp site for TC chairs.	Sent 3/3/20; was told it would be posted soon
12	All committee members	Discuss and determine the criteria for PEC MBO #4, "Analyze performance of special publications over the past three years and develop criteria for evaluating and approving special publication requests on a business case basis aligned with strategic plan initiative 3," via conference call.	On hold because PEC Functional Subcommittee is also working on this MBO
13	Cindy Michaels	Obtain performance data such as sales by unit and by dollar amount, the customers for each publication, the time necessary to develop each publication, information about products bought online versus at the conferences, and whatever other sales demographics (countries, etc.) from the Director of Publications and Education for the committee members to consider for Action Item #12.	Req'd 3/2/20; rec'd 3/10/20; emailed to committee members on 3/12/20
14	Vikram Murthy, Adeeba Mehboob, Kay Thrasher, and Raymond Wong	As a subcommittee, determine the most useful data to include on the PEC Dashboard per PEC MBO #5, "Develop PEC 'Dashboard' showing relevant data pertaining to operations of PEC committees. This aligns with strategic plan initiative 3."	On hold because staff was also assigned this task and has been working on this MBO
15	Cindy Michaels	Obtain various data from the Director of Publications and Education for the subcommittee to consider for Action Item #14.	Req'd 3/2/20; rec'd 3/10/20; emailed committee members on 3/12/20

ACTION ITEMS FROM APRIL 28, 2020, CONFERENCE CALL

No.	Responsibility	Action Item	Status
1	Cindy Michaels	Share Raymond Wong's comments and suggestions about YEA's ideas for a series of HVAC-related books for children with the Director of Publications and Education.	Emailed information to Mark Owen, 4/30/20
2	Cindy Michaels	Investigate with other staff members how to share information with chapter leadership so that they can promote ASHRAE publications to their members.	Emailed information to committee members, 4/30/20

[Editor's note: For the second action item assigned during the conference call on April 28, the information emailed to committee members included the following: "The 2020–2021 Presidential Award of Excellence (PAOE) info (in draft form as of March 2020, at least) includes information that chapters will get points for promoting Society events, certifications, or products on their website or in chapter emails or newsletters 'using the materials available in Marketing Central at ASHRAE.org'.... In the meantime (until the new PAOE info is finalized and shared with chapters), it is suggested that the chapters use the information available via the Chapter Notes newsletter."]

8. Magazines and Newsletters

8.1. Editor's Report

ASHRAE Journal Editor Sarah Foster informed committee members that the peer review guidelines in the Publications Committee Reference Manual are the only written guidelines for ASHRAE Journal articles and, as that information is out of date, need to be updated. Foster provided an editor's report (**Attachment A**) that details the necessary changes and reasons behind them. An action item was assigned to Foster and ASHRAE Journal Associate Editor Tani Palefski to draft revised guidelines that reflect current Journal practice for Publications Committee members' review and feedback (**ACTION ITEM #1**).

8.2. Journal Survey Participation

The results of committee participation in scoring ASHRAE Journal feature articles for the Journal Paper Award (available in [the folder for this meeting on Basecamp](#)) were presented. Some members noted that they had submitted responses that aren't included, and Kay Thrasher shared with the group that if the Back button is used to return to the beginning of the survey to score articles after the first article, Survey Monkey will not accept the results. Tani Palefski encouraged committee members to instead close the survey and re-click the link to the survey in the email each time they submit responses for an article. Palefski said he is researching a better tool for conducting the survey.

9. Special Publications

9.1. Editor's Report

Cindy Michaels reviewed the list of Special Publications projects published since the previous conference (**Attachment B**), the list of projects currently in hand (**Attachment C**), and the full list of forthcoming Special Publications projects (available in [the folder for this meeting on Basecamp](#)).

9.2. Update on Lucy's Work Day Adventure Project

On the conference call on April 28, Cindy Michaels was asked to keep the committee informed of the proposed children's book project. Michaels informed the committee that the results of the vote and the suggestions from Raymond Wong had been shared with the Director of Publications and Education, who agreed that the suggestions should be shared with the author; the results and suggestions were then forwarded to the author and other contacts for the project.

9.3. Review Online Publications Request Form

Cindy Michaels noted that at the last few Publications Committee meetings it seemed clear that the committee relied heavily on responses to the Publications Request Form available at <http://cms.ashrae.biz/forms/pubplan/index.php> and asked if the committee therefore wanted to revise the questions asked on the form. Chee Ow noted that the criteria being developed for PEC MBO #4 (see

Section 10.3) are more objective criteria and recommended that the committee wait to revise this form after that set of criteria has been finalized.

10. Subcommittees and Liaisons

10.1. Subcommittee to Evaluate Tim Wentz's Application Guides Idea

Adeeba Mehboob presented the subcommittee's report regarding Presidential Member Tim Wentz's idea for a series of Application Guides (**Attachment D**). After some discussion, the Publications Committee agreed with the report's assertion that there is a great deal of work that needs to be done to truly evaluate such a project and with the recommendation that multiple subcommittees need to be created to handle all of this work. The committee then moved to create the first (new) subcommittee (**MOTION #3**):

Motion:

Accept the Application Guides Sub Committee Report and set up a market survey subcommittee within Publications Committee.

MOTION #3 PASSED with a voice vote (no no votes, no abstentions, CNV).

10.2. PTAR Subcommittee

Hugh McMillan reported the results of the PTAR subcommittee's vote on PTAR 1. Some discussion of the PTAR and the subcommittee's reasoning followed. The PTAR subcommittee recommended that the full committee vote to conditionally accept the proposal. However, McMillan and Chee Ow noted that the full committee voting to approve "conditional acceptance" for a PTAR is not currently in the proposed process for this new PTAR program (available in [the PTAR Process and Forms folder on Basecamp](#)), and McMillan worked through what numbers of votes would be required to result in conditional acceptance under the current rules. The committee agreed and therefore moved to waive the rules for this PTAR, with the understanding that the process needs to be amended (**MOTION #4**):

Motion:

For PTAR 1, waive the rules for full Publications Committee voting as stated in the proposed process document for the PTAR program.

MOTION #4 PASSED with a voice vote (no no votes, no abstentions, CNV).

After the currently proposed rules were waived for PTAR 1, the committee moved to approve conditional acceptance of PTAR 1 (**MOTION #5**):

Motion:

To approve conditional acceptance for PTAR 1 and forward the results to RAC.

MOTION #5 PASSED with a voice vote (no no votes, no abstentions, CNV).

McMillan was assigned an action item to open communication with RAC regarding the outcome of this vote (**ACTION ITEM #2**).

10.3. Planning Subcommittee

On May 12, 2020, Publications Committee held a conference call to discuss the draft criteria for evaluating new Special Publications proposed by PEC Functional Subcommittee. There was not a quorum so they could not vote to accept their suggested edits. The suggested edits were presented to the members attending this meeting, and additional discussion of the criteria followed. Kay Thrasher noted that a lot of the data for this form would have to come from staff, as it is not information that Publications Committee is privy to, and stated her reservations about committee members' ability to assign a numerical value to each criterion without such data. Kelley Cramm, BOD ExO of this committee and the member of PEC Functional

Committee who drafted the first version of the criteria being discussed, clarified that this form is intended to be filled out by staff and that the impetus behind the creation of such criteria was to formalize a process for evaluation of proposed publications that would be consistent over the years despite changes in committee membership. Mark Owen, Director of Publications and Education, added that the form is not meant to be a binding determination for a proposed publication, merely judgement on the feasibility of the proposed publication from staff. After additional discussion, it was moved to convey the committee's edits (**Attachment E**) to PEC Functional Committee (**MOTION #6**):

Motion:

To accept the ASHRAE New Special Publications Evaluation Criteria with all the edits made from the discussion on May 12, 2020, and during this meeting and forward the suggested edits to PEC Functional Committee.

MOTION #6 PASSED with a voice vote (no no votes, no abstentions, CNV).

10.4. Research Administration Committee (RAC) Liaison

Hugh McMillan stated that he will convey the results of the committee's vote on PTAR 1 to RAC as indicated by Action Item #2. Cindy Michaels reported that she had sent the committee's proposed edits RAC staff liaison for RAC's feedback. Michaels was assigned an action item to send a follow-up email for feedback on the proposed changes to the documents and the proposed process (**ACTION ITEM #3**).

10.5. Technical Activities Committee (TAC) Section Liaisons

Committee members reported on the responses they have received from TC chairs regarding the older ASHRAE publications that need TC review and determination of the books' current accuracy and usefulness to the market. Several liaisons noted that it is difficult to receive responses. Hugh McMillan suggested that follow-up emails be sent to the section head to possibly spur some action on the part of the TC chairs. Chee Ow reminded the committee members that the TC chairs are volunteers, too, so all correspondence should be kind. All updates received as of June 11, 2020, are summarized in the ASHRAE Special Pubs Review List (available in [the folder for this meeting on Basecamp](#)).

Some new liaisons were assigned; all other liaison assignments were confirmed. The complete list of TAC section liaisons for 2020–2021 follows:

Section 1	Kay Thrasher
Section 2	Vikram Murthy
Section 3	Rennie Tisdale
Section 4	Gerardo Alfonso
Section 5	Luca Stefanutti
Section 6	Adeeba Mehboob
Section 7	Hugh McMillan III
Section 8	Vinay Ananthachar
Section 9	Eduardo Donoso
Section 10	Raymond Wong
MTGs	Cindy Michaels

11. Strategic Planning

There was little discussion of continuous strategic planning ideas as they are included in the MBOs for 2020–2021 as indicated in Section 13.2. Chee Ow reminded the committee of the additional recommendation for

strategic planning that he had submitted to PEC with the update regarding his MBOs at the 2020 Winter Conference in Orlando, Florida (see Section 12.1).

12. Old Business

12.1. Review of 2019–2020 Committee MBOs

Chee Ow reviewed the status of the following MBOs for the 2019–2020 Society year:

Objective	SP 2019*	Compl. by	Fiscal Impact	Resp. Party	Comment/Status
Establish evaluation criteria for Publications Topic Acceptance Request (PTAR) submissions in line with RAC liaison processes	1b	June 2020	Nil	Roberto Aguilo and Hugh McMillan (Chair)	Completed and sent to RAC staff liaison, 5/5/20
Review Pub. Committee Orientation materials	3b	June 2020	Nil	Rennie Tisdale (Chair) and Hugh McMillan	Completed 8/20/19
Determine international readership needs for ASHRAE Journal	1b, 2c	June 2020	Nil	Vikram Murthy (Chair) and Adeeba Mehboob	Ongoing (related to below recommendation for strategic planning)
<p>Additional Recommendations for Strategic Planning: In line with Goal 3 of the 2019–2024 ASHRAE Strategic Plan, Publications Committee recommends that ASHRAE develop a survey tool that collects feedback from our grassroots levels, including our international membership, with respect to their product needs (books, <i>ASHRAE Journal</i> articles, apps, and other tools) and to link this information back to TAC council and other relevant sections for their further actions.</p>					

*SP 2019 = Strategic Plan 2019 Initiative addressed by objective

13. New Business

13.1. Update on Revised MOP

Cindy Michaels informed the committee that she had asked staff about the final approval of the revised Publications Committee MOP and had been informed that the Society Rules Committee (SRC) was reviewing and approving the MOPs and would be supplying feedback. Hugh McMillan said that from his experience on various committees he doesn't believe SRC should have anything to do with the Publications Committee MOP, only the PEC MOP. Upon closer inspection of the email Michaels received, she stated it seems there was indeed some miscommunication among staff about the MOP in question; she was assigned an action item to follow up about the Publications Committee MOP (**ACTION ITEM #4**).

13.2. MBOs for 2020–2021 Society Year

Incoming chair Hugh McMillan reviewed his planned operations and MBOs for the 2020–2021 Society year (**Attachment F**). He noted that he would like to be more formal about membership on the Planning and PTAR subcommittees and therefore assigned members to each subcommittee. He also assigned mentors for the incoming committee members. Cindy Michaels noted that she would send an email to all mentors and mentees and supply the Mentoring New Members of the Publications Committee guide.

13.3. Recognition for Chee Ow

Incoming Chair Hugh McMillan called for a virtual round of applause for outgoing Chair Chee Sheng Ow for his work leading the Publications Committee.

14. Adjournment for Regular Meeting

Chee Ow adjourned the meeting for all visitors and guests at 1:45 p.m. EDT. He recognized the outgoing members and wished them well with their next committee appointments. Current voting members were asked to remain on the conference call for an Executive Session.

15. Executive Session

Current voting members of the committee held an Executive Session with Mark Owen, Director of Publications and Education.

16. Adjournment for Executive Session

Chee Ow adjourned the Executive Session at 2:06 p.m. EDT.

Respectfully submitted,



Cindy Michaels
Staff Liaison to Publications Committee
Editor, Special Publications

Editor's Report—ASHRAE Virtual Conference 6/9/2020

Updating ASHRAE Journal Peer Review Procedures

Background:

Section "IX. Editorial Screening and Peer Review Procedures" in the Publications Committee Reference Manual is 15 years old. It does not always reflect current procedure and there are notable gaps. To preserve transparency and ensure a fair peer review, it is vital that these procedures be updated in a timely manner.

Proposed changes include, but are not limited to:

1. Out of date information in the manual needs to be updated to reflect current practice.
2. Create guidelines for reviewers that they agree to abide by to ensure a fair and technically thorough review. Two problems that should be addressed by the guidelines:
 - a. Reviewers should not distribute papers under review (this occurs even though we say on the paper itself that it shouldn't be distributed.)
 - b. Reviewers should not discuss papers undergoing review.
 - c. Reviewers should not disclose the author's identity (sometimes they guess correctly).
3. Clarify that the Journal editor's role is to remain impartial and to ensure a fair peer review.
4. Define unpublished paper as: any paper not published previously in a publication, website or social media.

Suggested action: The Journal Editor and Associate Editor, Peer Reviews will revise Section IX by July 17 and present to the Publications Committee for its feedback at its August meeting.

ASHRAE Special Publications— Projects Published Since the 2020 ASHRAE Winter Conference

January 2020

- Guideline 41-2020

February 2020

- Standard 201-2016 (RA2020)
- Standard 26-2010 (RA 2020)
- Standard 28-1996 (RA 2020)
- *ASHRAE Transactions* Vol. 125 Pt. 2 (Kansas City)

March 2020

- ASHRAE Position Document on Infectious Aerosols
- *Damp Buildings, Human Health, and HVAC Design* (MTG report)
- Orlando seminar presentations in the Technology Portal

April 2020

- Standard 84-2020
- Standard 225-2020
- Guideline 12-2020
- ASHRAE Position Document on Infectious Aerosols (Spanish)
- ASHRAE Position Document on Infectious Aerosols (Portuguese)

May 2020

- Standard 146-2020
- *ASHRAE Transactions* Vol. 126 Pt. 1 (Orlando)
- Virtual Conference Technical Papers, Conference Papers, and Extended Abstracts in the Technology Portal
- *ASHRAE Design Guide for Tall, Supertall, and Megatall Building Systems*, Second Edition
- *ASHRAE Design Guide for Low- to Mid-Rise Multifamily Residential Buildings*

Special Publications—Projects in Hand

<u>Working Title</u>	<u>Date Files Received</u>	<u>Reason Not Yet Publ.</u>
A Practitioner's Guide to Engineering Management	Sep 4, 2018	TC approval
Duct Systems Design Guide	July 27 and 28, 2019	Figures, permissions, COVID-19 related projects
HVAC Fast Facts (the YEA Cheat Sheet project)	Oct 27, 2019	COVID-19 related projects
Natural Ventilation Design Guide	Nov 8, 2019	Figures, source citations, VC-related projects
ASHRAE Design Guide for Dedicated Outdoor Air Systems – Spanish translation	Jan 27, 2020	Finalizing; should be published in June
ASHRAE Design Guide for Combustion Turbine Inlet Air Cooling Systems, 2nd ed.	February 24, 2020	Figures, permissions
ASHRAE Guide for the Design, Installation, Maintenance, and Operation of Ventilation and Air-Conditioning Systems for Hazardous Spaces	April 27, 2020	COVID-19 related projects
Nearly ZEB Hospitals Guidebook	Theoretically March 11, 2020, but ultimately May 1, 2020	Figures, permissions
20th Century Air Conditioning	May 4, 2020	CIBSE review, Ch 10, revised Ch 7, author blurb, preface, acknowledgments, figures, permissions
Building Our New Energy Future (brochure) – Portuguese translation	May 8, 2020	Finalizing; should be published in June
Cold-Climate Buildings Design Guide, 2nd ed.	February 3, 2020 and May 13, 2020	Only just received case studies, figures, and rest of Word files
Standard 62.1-2019 – Spanish translation	May 27, 2020	Proof out to translator; should be published in June

Application Guides - Sub Committee Report

ASHRAE Publications Committee

Committee Members:

Eduardo Donoso : Chair
Vikram Murthy : Member
Adeeba Mehboob : Member
Cindy Michaels : Staff

Date: May 15, 2020

1.0 Background:

Presidential Member, Tim Wentz envisaged the idea of having ASHRAE publish 'Application guides' on various HVAC topics that would "be written in simple, straightforward language for those entering the consulting engineering field."

Following an email from Tim to Mark Owen, the Publications Committee was tasked to investigate this concept further. Reference Attachment A.

Chee Sheng, Chair of Publications 2019-2020, thereafter assigned this task to the Sub Committee at the Annual Summer Publications Meeting in Kansas 2019.

2.0 Scope of Works:

The following was the Action Item:

"As a subcommittee, examine the business case for the application guides series as suggested by Presidential Member Tim Wentz, including the finances, sales, market demand, conflicts with existing publications, a new series for a specific audience, pulling content from eLearning, book length, popular topics, the costs – financial and human, what is the value of the effort put into this project, what is the expected income, and what are the benefits to ASHRAE, etc."

3.0 Initial Thoughts

A meeting was held by the Subcommittee to share and discuss everyone's initial thoughts. There were several questions and clarifications the subcommittee felt was required to be answered before a business case for such an idea could be established.

Given this was Tim's idea the subcommittee emailed him with the questions which he responded to shown in *blue* below:

1. The concept of 'Simple concise Application guides' was unanimously felt to be a great idea to have in ASHRAE's publishing portfolio.

I am glad to hear that. My PEAC team thought it was a great idea too and really pushed to get it included in Society's theme for 16-17.

2. However, what is the current availability of such guides, or similar guides in the market? I am aware of CEDEngineering.com that has some very good online coursework that covers

similar content in a simple and concise manner. Also, Trane/Carrier have their application guides as do a few other HVAC manufacturers in their respective fields.

A great question. We didn't find a lot of similar guides out in the market written specifically for the new engineer or the engineer that is new to our industry. But that was in 16-17 (has it been that long ago already?). I wouldn't be the least bit hesitant to partner with another firm, society, educational provider, etc. on the development and sale of this kind of product. Regardless, a literature search should be done to ensure we are not jumping into a market that is already saturated.

It would also be well to keep in mind ASHRAE's competitive advantages (from the Jack Welch quote, "If you don't have a competitive advantage, don't compete"). Our competitive advantages are:

- *We are very proficient at developing content*
- *We have a large diversity of products and services*
- *ASHRAE's brand and integrity is unparalleled*

3. **Would we consider a survey of our membership/chapters to understand the demand of such a guide published by ASHRAE?**

Yes, this is critically important. My position is that our clients should always drive our product/service development process. This answer can also be used to answer #8, #9 and #10. Who are the clients of this type of product (i.e., who should we survey)? A partial list would include:

- *Employers who train their employees*
- *YEA members*
- *Student branch members*
- *New members who transferred in from another industry*
- *ASHRAE Learning Institute*
- *HVAC Fundamentals – both graduates and faculty*
- *Others?*

The survey should focus on what our clients need and what their expectations are for product delivery.

4. **Is there a price point above which you think this would not be attractive?**

This might be a good survey question. It is my opinion that ASHRAE's future will be based on delivering technology in a digital world. The big question is how do we generate revenue by delivering products in a digital world? To increase the value of ASHRAE products, we need to start thinking about "suites" or portfolio of products. Is this something we can package together in a "suite" of products, like the following:

- *HVAC Design Fundamentals course*
- *Simple application guides*
- *HVAC Design certification or, perhaps, badging*

If you sell these as a portfolio it may significant increase the value of all three, in the eyes of our clients (another good survey question). Amplifying value should be a focus in all we do and so we need to start thinking of price points of portfolios instead of products. I am

including a preliminary form our PEC ad hoc on strategic business development is recommending. Using this form may help you find the price point and, of course, the important gross margin for the product.

Cindy helped the subcommittee gather indicative publishing costs. Refer to Annexure B.

5. How many pages would you envisage the guide should be?

I always envisioned this publication as something really short and focused on a very specific topic (diffuser design, for example, or duct sizing). I am not sure about the number of pages, but I suspect most pages will be charts, table or graphs harvested from ASHRAE products (see #7 below). Does that translate into 10 pages, 20 pages or some other number? If it is a digital product, you still want to keep it short and focused, but the number of pages may not be quite as critical. Keep in mind that is my vision, which may or may not comport with what our clients want. Client expectations are paramount and should take precedence over all other considerations.

6. Would we consider having the TCs prepare the guide?

Probably not, although I would certainly want the TCs involved. As stated in #4 above, ASHRAE needs to start thinking in terms of "suites" or portfolios of products. How do you create a team that can cross Council "boundaries" (silos) to bring in our expertise from all three Councils? I am not sure what that looks like right now, but that probably speaks to some form of ad hoc or MTG or something along those lines. Don't forget to include marketing in the mix of people working on this project. Their input is critical.

7. Would the Research Committee be involved too? There are research papers that could be part of these guides, like equipment heat gains?

Absolutely. Research would be an important source of ASHRAE product. It needs to be simple and focused on application. How about a guide on air-borne pathogen prevention for the young engineer? I bet you sell a lot of them right now. Speed and flexibility needs to be considered too. See my answers to #4 and #6).

8. Would we consider having students prepare these through student competitions in our branches? Who would vet these? The TCs?

This is another great idea, as students are one of the clients we serve. See my answers to #3, #4 and #6 above.

9. Can/Should ASHRAE's learning Institute be involved?

Absolutely. See my answer to #3 and #6 above.

10. Would we consider drawing up a master list of guides/series that ASHRAE ought to publish.

This is something that should be driven by our clients, not by us. Another great survey question to consider. What are their priorities (their top 10 guides, for example)?

11. What kind of time frames, if any, would be reasonable (from a market's perspective) to aim to have these guides published? This would be more relevant if we are looking at the HVAC

Load Guide first but which you suggested may have several guides under the topic. Would these guides need to be published together as they form part of a single topic?

A great question. It draws us back to the question of "suites" or portfolios of products. I see these guides as being part of our overall educational initiative. Where they fit into that large area is the question your team may have to address. As mentioned previously, I think it is important to emphasize speed and flexibility. If you can identify the portfolio of products where these application guides will reside, I think you will find the time frame you are looking for. The attached financial analysis form, which is based upon a 10-year time frame, may also help. I wouldn't hesitate to reduce the form's time frame to a 3 to 5-year time frame, which I think would be more reasonable for this project.

12. Would a template of such a guide be useful to provide to the TCs/whoever will prepare this guide?

I am not sure. It is a good question, though. I put a high value on flexibility and integration with other products, so I am not sure a template would be of great value. I may be wrong on that point, however.

13. Who would prepare and approve the template?

If one is needed, I would suspect it would flow out of the ad hoc or MTG. Or perhaps your subcommittee.

14. Shall we include a set of Questions with multiple choice answers for each module ? This will allow a simple test to be taken by a candidate to serve as revision tool or even serve as a means to qualify for a Learning Certificate .

This is a good question also. It depends a bit on the end goal of the document. If you are going to use the book in conjunction with badging, or certification or some other course credit, you will probably have to have some method of assessment. That assessment might be found in a different product however, such as badging. If the product is just a learning tool, you probably don't need multiple choice questions.

What might be helpful is some very detailed examples on how to use the charts, tables and graphs in the product.

4.0 Conclusions

- a) The Application Guides is a good idea for ASHRAE to have in its publications portfolio.
- b) A market survey will be essential in establishing the perceived need, the publication medium (virtual or paper), the sellable price point for such guides – 'a market driven process'.
- c) A masterlist and calendar of publishing portfolios or 'suites' of products to be established.
- d) There is no clarity on who will write the guides but it will require the input of TCs, Research, ASHRAE Learning Institute and possibly several other committees. A separate committee, MTG, ad-hoc will likely be required for this.

- e) The business case of publishing such guides cannot as yet be established by this subcommittee as it will require information on the above and collaboration with councils and other committees, including finance, PubEd, Technology and marketing.

5.0 Way forward

- a) Identify what Application Guide topics ASHRAE can offer.
- b) Identify potential markets and target audience.
- c) Create a survey for the identified markets and Chapter Membership.
- d) Engage the marketing department.
- e) Engage ALI
- f) Identify who will write these guides and who creates the MTG, adhoc.
 - Engage PubEd Council?
 - Engage Technology Council?
- g) Establish costs for publishing – Mark Owen and Staff may assist with this.
- h) Project income based on market survey.
- i) Establish the feasibility of engaging a 3rd party service to write these.
- j) Investigate the possibility of collaborating with other organizations in publishing these guides.

Recommendations

- a) Create subcommittees assigned with investigating the different tasks above.
 - Application guides Subcommittee (5g,5h,5i)
 - Market Survey Subcommittee (5b,5c,5d)
 - Guides Portfolio Subcommittee (5a,5e, 5j)
 - Authoring the Guides Subcommittee (5f)

ASHRAE New Special Publications Evaluation Criteria

To be filled out by Publications staff and supplied to Publications Committee for their use when evaluating a proposed publication.

Publication Name:

Publication Sponsor:

Point Threshold for Publication: 70 points

Evaluation:

Criteria	The Historical Performance of Similar ASHRAE Publications is Good	There is a Market and an Industry Need for a Publication on this Topic	The Projected Production Cost is Acceptable	The Projected Profit Margin is Positive	There is a Primary Buyer in the Market who Wants this Publication	This Publication Would be or Provide a Good Member Benefit	This Publication Addresses a Current Hot Topic	Total Points	
Max Points	10	20	15	15	15	15	10	100	
Points Assigned									

Notes:

Historical Performance of Similar Publications:

We should look at similar types of publications (Design Guides, User's Manuals, hands on guides, etc.) to help in estimating sales

Publications Committee
2020-'21 Operations and MBOs

Roster**Hugh McMillan, Chair****Adeeba Mehboob, Vice-Chair, Planning Sub-Committee Chair**

Vinay Ananthachar, Planning Sub-Committee

Eduardo Donoso, Planning Sub-Committee

Norm Maxwell, Planning Sub-Committee

Luca Stefanutti, Planning Sub-Committee

Rennie Tisdale, Planning Sub-Committee

Kay Thrasher, PTAR Sub-Committee Chair

Gerardo Alfonso, PTAR Sub-Committee

Vikram Murthy, PTAR Sub-Committee

Raymond Wong, PTAR Sub-Committee

Abdel Darwich, PTAR Sub-Committee

Bill Dean, CO

Kelly Cramm, BOD ExO

Cindy Michaels, Staff Liaison

Sarah Foster, ASHRAE Journal Editor**New Members - Mentors**

Gerardo Alfonso - Rennie Tisdale

Abdel Darwich - Vikram Murthy

TAC Section Liaisons

Section 1 Thrasher

Section 2 Murthy

Section 3 Tisdale

Section 4 Alfonso

Section 5 Stefanutti

Section 6 Mehboob

Section 7 McMillan

Section 8 Ananthachar

Section 9 Donoso

Section 10 Wong

MTGs Michaels

PUBLICATIONS COMMITTEE MBOs - 2020 - '21 SY, Hugh McMillan, Chair					
No.	Description	SP Initiative	Responsibility	Status	Comments
1	Reduce conference calls to bi-monthly	3-3	McMillan		Streamline committee operation by optimizing quantity of meetings. Discuss ASHRAE Journal Articles by exception only, meaning only if there is something exceptional to discuss about a particular article.
2	Re-organize Planning Sub-Committee	3-2, 3-3	Mehboob		Planning Sub-Committee to meet for 1 hour on Saturday of Winter and Annual meeting. May need to conduct some business between face-to-face meetings. Remainder of time Saturday
3	Apply Evaluation Rating Sheet rubric to all existing Special Publications	3-1	TAC Section Liaisons/Staff		Each TAC Section Liaison (shown above) should apply the recently approved Special Publications Evaluation Rating Sheet for the TCs to which they are the liaison. This will require input from staff on some items of the rubric.
4	Institutionalize PTAR Sub-Committee operations	3-2, 3-3	Thrasher		Review and edit as necessary PTAR Process and Forms, insert any required description in MOP.
5	Mentors Reach Out to New Members	3-2, 3-3	Tisdale, Murthy		Ask if any questions; review new member orientation power point if desired by new member. Please reach out by September 1.

Strategic Plan Notes:

1. Initiative 3 - Organizational Streamlining
2. Desired Outcome 1 (3-1 above) - Evaluate the staff/volunteer support structure to optimize volunteer engagement, efficiency and effectiveness of the Society (e.g. volunteer efficiency). Present and implement findings to support the delivery of key products and services (e.g. Guidelines, Standards, Research, Publications, and Programs) with less cost, reduced time to market and an advancement in market responsiveness.
3. Desired Outcome 2 (3-2 above) - Redesign leadership/governance structure to support increased operational efficiency and effectiveness of the organization.
4. Desired Outcome 3 (3-3 above) - Targeted streamlining for committee operational effectiveness through the reduction of overlap and optimization of quantity, scopes,